

DEVIN CHAN

BRAND DESIGNER | VISUAL & PACKAGING SPECIALIST

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PROFESSIONAL SUMMARY

Brand designer with 9+ years creating strategic visual systems for CPG and healthcare brands. Led four major brand transformations by developing modular design systems supporting 100+ SKUs across international markets. Proven expertise in packaging design and production (dielines, mechanicals, international vendor coordination), multi-channel campaign development, and translating business objectives into compelling visual identities with measurable impact.

CORE COMPETENCIES

Strategic Brand Development: Leading brand refreshes from positioning strategy through execution, developing visual identities that solve business challenges and strengthen market differentiation

Packaging Design & Production: End-to-end packaging development including dielines, mechanicals, material specs, print production, color management, finishing techniques, and international vendor coordination

Multi-Channel Campaign Design: Developing integrated campaigns across packaging, digital, social, email, print, and event channels with cohesive visual narratives

Tools: Adobe Creative Suite (Illustrator, InDesign, Photoshop), Figma (Prototyping, Design Systems, Wireframing), Webflow, HTML/CSS, AI-assisted design (Claude, DALL·E, Firefly)

KEY PROJECTS

BeeSure 2.0 Brand Refresh (2023) - Complete visual identity system for healthcare sustainability brand

Cranberry 2.0 Rebrand (2025) - Modular brand architecture supporting 100+ SKUs across international markets

IDS Germany Exhibition (2024) - Experiential design driving 35% engagement at world's largest dental show

PROFESSIONAL EXPERIENCE

Brand & Visual Designer (promoted 2016) | 2013 - Present | Pro2 Solution • Pinole, CA

Brand Development & Creative Strategy

Led four major brand refreshes (Cranberry 1.0/2.0, BeeSure 1.0/2.0) developing strategic visual systems and modular brand architecture supporting 100+ SKUs across international markets, contributing to consistent year-over-year sales growth.

Managed packaging design and production for medical CPG lines, coordinating with international vendors (China, Malaysia, Indonesia) on mechanicals, material specs, and proofs with zero production delays.

Built comprehensive brand guidelines and design systems enabling consistent execution across packaging, digital, and event touchpoints while maintaining creative flexibility.

Campaign Design & Digital Execution

Developed integrated campaigns for product launches across packaging, digital, social, email, print, and event channels, creating unified visual narratives that increased engagement by 40% through AI-assisted visual development.

Created brand-driven web pages using Webflow, HTML, CSS with strategic UX decisions, plus social content systems in Figma ensuring visual consistency.

Event Design & Production Management

Designed experiential graphics for 10+ international trade shows including IDS Germany (2,000+ exhibitors), creating strategic booth experiences that drove 35% increase in attendee engagement.

Partnered with VP and marketing leadership to translate business objectives into compelling visual concepts, aligning creative direction with market positioning goals.

EDUCATION

Applied Graphic Design AA | Laney College

UI/UX Design Specialization Certificate | California Institute of the Arts

Digital Marketing & E-commerce Certificate, UX Design Certificate | Google

Brand Management: Aligning Business, Brand and Behaviour Certificate | University of London